



Customer Experience Management Presentation

GROUP - 3

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Priyal Jethwa - 46

Vikas - 67





RITU

- Ritu Chauhan
- 32 years old
- Marketing Manager
- Senior Level

DESCRIPTION

Ritu Chauhan is a 32-year-old Marketing Manager at a tech firm based in Mumbai. She is married, with no children, and enjoys an urban lifestyle and health-conscious nature. With a busy schedule, she values efficiency and convenience in her life.

NEEDS

Convenience
Quality
Variety
Efficient Shopping
Experience

PERSONAL CHARACTERISTICS

Income: ₹12-15 lakh per annum
Location: Apartment in Lokhanwala
Marital Status: Married with no children
Lifestyle: Urban, health-conscious, time-constrained

SOURCES OF INFO

Social Media
Recommendations
Pamphlets

HOBBIES AND INTERESTS

Health and Fitness
Travel
Self-Care
Imported foods

CHALLENGES

Time Constraints
Product Selection
Price Sensitivity



SUNITA

- Sunita Desai
- 38 years old
- Housewife

DESCRIPTION

Sunita Desai is a 38-year-old homemaker based in Mumbai. She is married and manages a household with two children aged 8 and 12. Sunita focuses on creating a nurturing and health-conscious environment for her family.

NEEDS

Healthy Products
Value for Money
Convenience

PERSONAL CHARACTERISTICS

Income: Household income of ₹20-25 lakh per annum
Location: Apollo Bandar, Colaba
Marital Status: Married with 2 children (ages 8 and 12)
Lifestyle: Family-oriented, health-focused

SOURCES OF INFO

Social Media
Community
Recommendations
Pamphlets

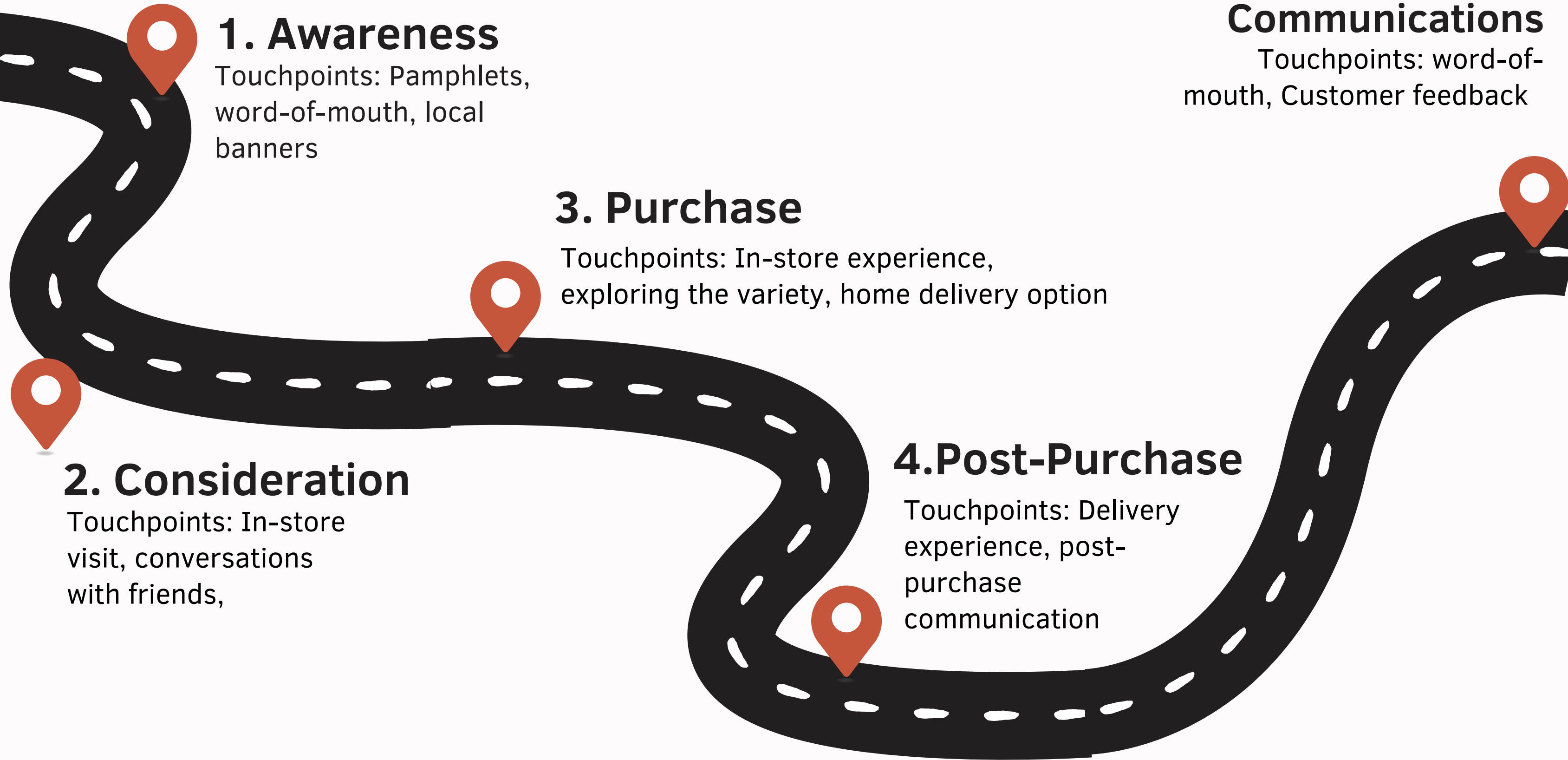
HOBBIES AND INTERESTS

Family Activities
Health and Nutrition
Community Involvement

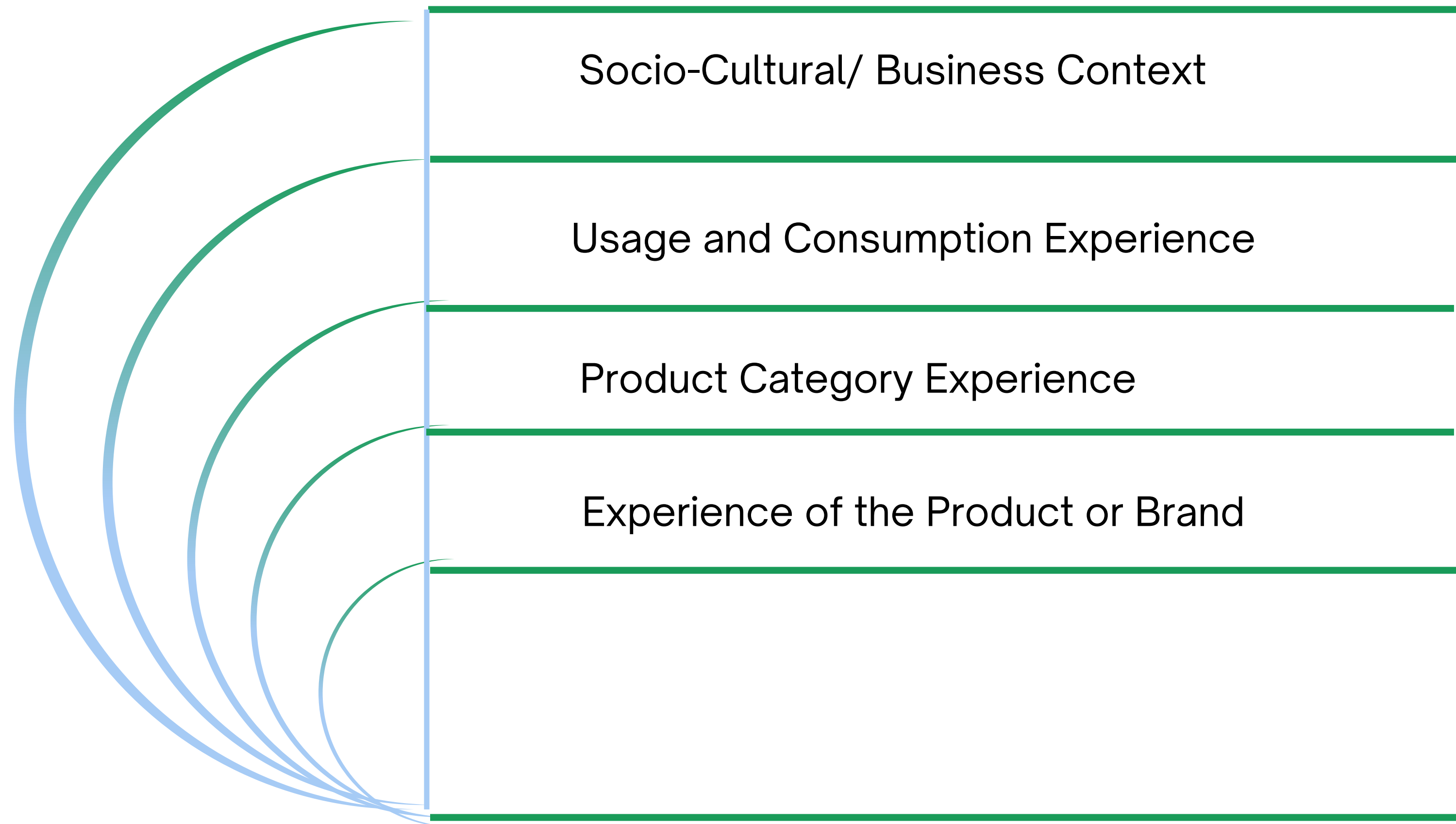
CHALLENGES

Time Management
Product Selection

Customer Journey Map



Four Layers of the Experiential World



1. Socio -cultural / Business Context

- **Community-Centric Shopping:** Retailers are increasingly focusing on serving diverse urban populations, creating trusted local shopping hubs for residents within their vicinity, typically within a 3-4 km radius.
- **Cultural Preferences & Dietary Habits:** Businesses are catering to multicultural consumer bases by offering products that align with various cultural tastes, including both essential groceries and specialized imported items.
- **Health & Wellness Focus:** There is a rising emphasis on providing fresh, organic, and nutritious products to address the growing trend toward health-conscious living.
- **Time-Constrained Urban Lifestyles:** Retailers are adapting to the needs of busy urban professionals and homemakers by offering convenient services like home delivery and mobile apps, which simplify and streamline the shopping experience.
- **Family-Oriented Shopping:** Promotions and product offerings are increasingly tailored to meet family needs, with a focus on balancing quality and affordability.
- **Word-of-Mouth & Trust:** In a competitive retail environment, building customer loyalty through consistent quality, personalized service, and positive experiences has become essential for retailers looking to stand out.

2.Usage and consumption Experience

- **Usage Scenarios:** Groceries are used daily, while home décor, crockery, and cosmetics are often purchased for specific occasions or lifestyle upgrades. Imported and premium products cater to special needs or preferences.
- **Consumption Pattern:** Daily essentials are consumed regularly, while premium and imported items are used for special occasions. Home décor is updated periodically, and cosmetics are part of daily routines or special events. Convenience drives demand for delivery and subscription services.
- **User Behavior:** Consumers prioritize convenience, quality, and sustainability. Products that fit seamlessly into routines, offer personalization, or reflect eco-friendly values are increasingly favored. Premium and imported goods are viewed as lifestyle enhancers or status symbols.

3. Product Category Experience

- **Product Categorization:** Different categories have specific expectations—groceries emphasize freshness and price, home décor prioritizes style, crockery focuses on design and durability, and cosmetics highlight quality and brand prestige.
- **Comparison with Competitors:** Products compete on quality, price, and exclusivity. Groceries compete on freshness, while imported or premium items stand out for uniqueness. Home décor excels in design, and cosmetics in brand reputation and innovation.
- **Category Trends:** Trends like sustainability, personalization, and premiumization drive demand. Innovations in areas like smart home products and clean beauty are also influencing consumer choices.



4. Experience of the Product or Brand

- **Product Variety and Quality:** Society Stores offers an extensive range of products, including traditional farsan, exotic snacks, Indian mithai, premium chocolates, and international ingredients. Their exclusive in-house brands ensure consistent quality.
- **Health-Conscious Options:** The store caters to health-conscious customers with natural & organic foods, and gluten-free, lactose-free, and sugar-free products.
- **Home & Personal Care:** Features a broad selection of international home and personal care products, as well as a specialized section, “The Home Story,” for premium kitchenware and household items.
- **Cluttered and Disorganized Areas:** Some sections of the store are cluttered and poorly organized, which can make shopping inconvenient and frustrating.
- **Ambience Issues:** The store’s exterior, including the dirty roof and overall clumsy ambience, creates a negative impression and detracts from the overall customer experience.
- **Store Organization:** Enhance store layout and organization to improve shopping efficiency and customer satisfaction.
- **Ambience Enhancement:** Invest in improving the store’s exterior and interior cleanliness to create a more inviting and pleasant shopping environment.

Designing the Experiential Platform

Experiential Positioning

Experiential Value Promise

Overall Implementation time

Experiential Positioning

Functional Space

Design:

The store's layout is cluttered and poorly maintained, leading to a lack of visual appeal and a degraded shopping experience.

Community-Centric Design:

By offering a range of in-house, localized food products, the store creates a strong connection with customers, ensuring these products are readily available.

Product Packaging Design:

The packaging of 'premium' in-house products is minimalistic and lacks the appeal needed to convey a premium feel.

Experiential Value Promise

Product Diversity and Accessibility:

The store provides a wide range of products, ensuring variety and availability, which meets the diverse needs of customers.

Absence of Technological Advancement:

The lack of technology integration in the shopping process reduces overall convenience, impacting the modern shopping experience.

Personalization:

The availability of localized food products, Indian snacks, delicacies, and festive shopping items both inside and outside the store makes customers feel valued and catered to.

Overall Implementation Time

Community Engagement:

Physical distribution of pamphlets in residential areas is used to enhance community engagement and strengthen interactions within a defined proximity.

Safety and Convenience:

The random placement of baskets on the floor poses a safety risk, making it challenging for customers to shop comfortably and securely.

Designing the Brand Experience



Look and Feel



Physical Contact Enhancement



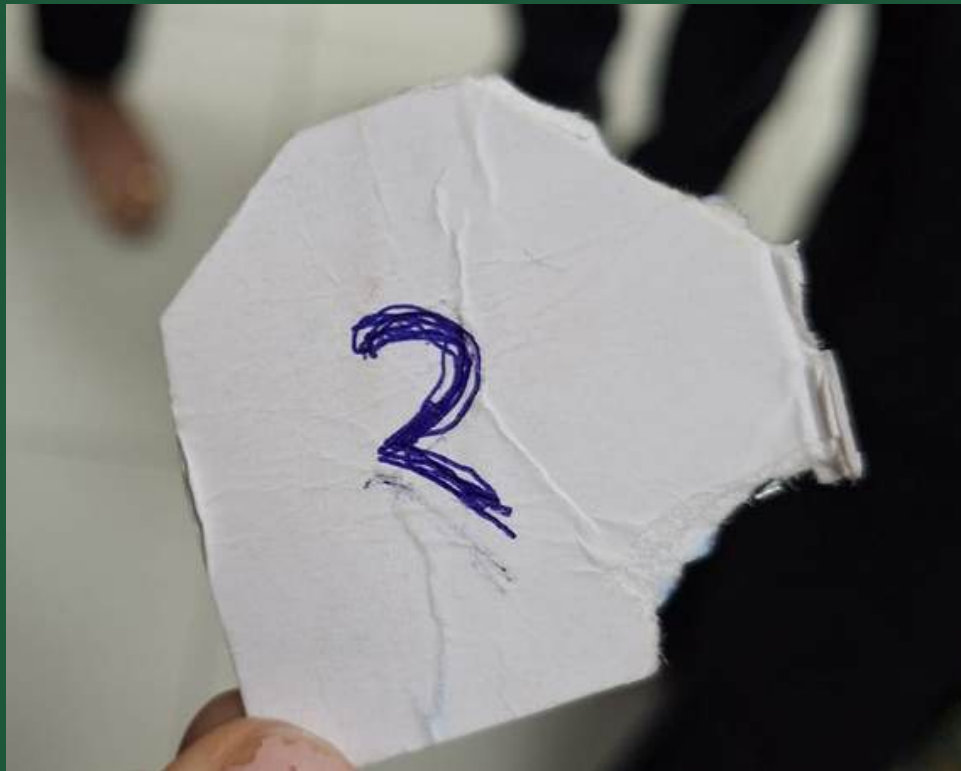
Customer Interaction



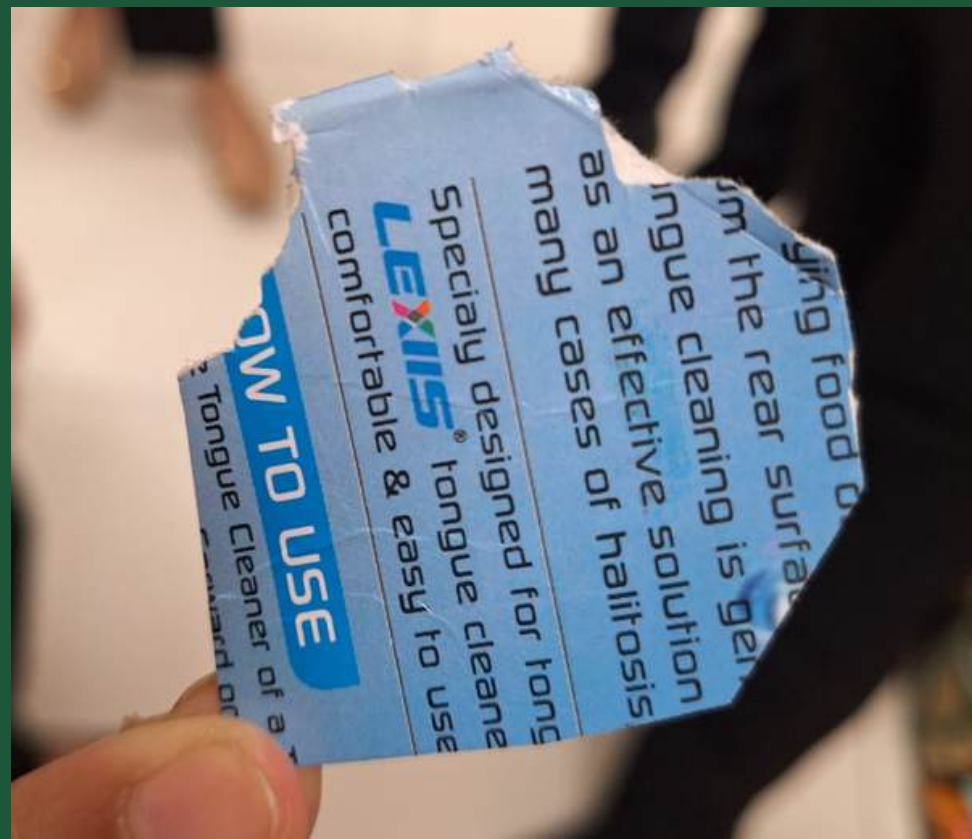
Association and Awareness



Sensory Experiences



- **In-store Navigation:** Enhance the shopping experience with clear in-store displays to guide customers to specific products and categories.
- **Efficient Baggage System:** Implement a tokenized baggage drop system at the entrance for a smoother shopping experience.





- **Hygiene Standards:** Maintain high hygiene standards, especially at the store entrance, to create a welcoming environment.
- Premium packaging for in house products





- Products should be arranged according to the brand for easy accessibility



Collaborating with Quick Commerce

- Expanded Market Reach
- Increased Convenience for Local Communities
- Maintaining Product Freshness and Quality
- Competitive Advantage
- Data-Driven Insights



- Outdated products create a negative impression on the customers



Ankitesh

1 review



★ ★ ★ ★ ★ a year ago

They Keep expiry products, when you go for returning them they were rude, pathetic service.



kulkarni ceramics

3 reviews · 3 photos



★ ★ ★ ★ ★ 6 months ago

Very bad quality
All products stale and expired



One stop for all your
Gourmet Needs



Structuring the Customer Interface

Context-Make the website more visually appealing and in Physical store provide instruction regarding the different section the store.

Content-Provide detailed descriptions, high-quality images, and videos of products.

Community- Encourage customers to share their experiences online, creating a sense of community around the brand.

Customization-Provide an option of buy online, pick up in-store.

Communication- Provide multiple channels for customer support, including in-person assistance, phone support, and replies on the Customer reviews.

Connection-Ensure loyalty program are easily accessible for customer in the store as well as online.

Commerce-Streamline the checkout process with multiple payment options.

Fresh from the **FARMERS' MARKET**



Financials

Description	Amount (in ₹)
Average Footfall on Weekdays	800
Average Footfall on Weekends	1250
Average customer spending	1000
Store Open Days	7
Total Footfall per Week	6500
Total Footfall per Month	26000
Monthly sales	26000000
Average Margin	20%
current monthly profit	5200000
Estimated increase in Sales	20%
New Monthly Sales	31200000
New Monthly Profit	6240000
Additional profit	1040000
Percentage of Customer using Card	10%
Number of Loyalty Customer	2600
POS Cost	
Hardware	166000
Software license	207500
Setup Fees	20750
Support fee	24900
Training fee	20750
Other Expense	70000
Total POS Cost	509900
Adjusted monthly profit	5730100
Per customer loyalty offered	0.05
Order per customer	5000
Expense per customer	250
Monthly Expense	650000
Increase in Profit	-119900

cost of Digital Display	50000	
Average sales price of the product	200	
Average margin on the product	20%	
Average sales of the product monthly	100	
gross profit on the product	40	
monthly gross profit of the product	4000	
Increase in sales of the product	20%	
increase in months gross profit of the product	800	
assume other expenses for the product is 50% of gross profit	400	
net increase in profit	400	
same impact on 15 product then total increase in profit	6000	
time to recover the cost of Digital display	8.33333	months

Digital Display

<https://www.channelplay.in/post/digital-signage-in-retail>

Loyalty Program

Magatef, S. G., & Tomalieh, E. F. (2015). The impact of customer loyalty programs on customer retention. *International Journal of Business and Social Science*, 6(8), 78-93.

Website Interface

Sastika, W., Suryawardani, B., & Hanifa, F. H. (2016, August). Analysis of website quality, brand awareness on trust and its impact on customer loyalty. In *2016 Global Conference on Business, Management and Entrepreneurship* (pp. 472-478). Atlantis Press.

Instagram PPC costing

<https://www.quayclick.co.uk/running-pay-per-click-campaigns-on-instagram>



Thank You